

STATE OF ILLINOIS
ILLINOIS COMMERCE COMMISSION

CITIZENS UTILITY BOARD)

v.)

Docket No. 00-0043

ILLINOIS BELL TELEPHONE CO.)
(AMERITECH, ILLINOIS))

Complaint to stop Ameritech from using
misleading marketing and advertising
materials and statements concerning
Simplifive and CallPack rates.)

ILLINOIS
COMMERCE COMMISSION
APR 3 10 28 AM '00
CHIEF CLERK'S OFFICE

NON-PROPRIETARY

DIRECT TESTIMONY OF ALEEN BAYARD

ON BEHALF OF THE CITIZENS UTILITY BOARD

MARCH 31, 2000

CITIZENS UTILITY BOARD
208 South LaSalle Street
Suite 1760
Chicago, Illinois 60604
Telephone: (312) 263-4282
Fax: (312) 263-4329

CUB Exhibit _____

Proprietary material has been deleted.

1 Q. PLEASE STATE YOUR NAME AND BUSINESS ADDRESS.
2 A. My name is Aleen Bayard, and my business address is, 856 Appletree, Deerfield, Illinois
3 60015.
4
5 Q. WHAT ARE YOUR OCCUPATION AND QUALIFICATIONS?
6 A. I have been working as a professional in the marketing and communications' industry for
7 18 years in various capacities as a consultant. Currently, I am the principal of
8 MarketZing, a strategic marketing consulting practice working with clients on program
9 development related to large scale marketing initiatives including direct mail, advertising,
10 public relations and client relations.
11 I am also a Vice President/Group Manager in the Corporate Group of Ketchum, a public
12 relations firm. In this capacity, I am the senior account leader for corporate clients and
13 manage national Public Relations programs.
14 Prior to joining Ketchum, I held several senior positions including Deputy Director of
15 Public Relations for A.T. Kearney, a global management consulting firm and Senior Vice
16 President and Director of Professional Services at Margie Korshak Inc. I counseled
17 clients on a diverse range of marketing initiatives, including client surveys,
18 questionnaires and other general research instruments.
19 I have also served as an elected official in Park Ridge as an Alderman, Transportation
20 Commissioner and Chairman of the city's Intergovernmental Coordinating Advisory
21 Committee. In this capacity, I have been involved in resident/voter communication,
22 resident surveys and other related material used to take the pulse of the electorate.
23 I have a bachelor's degree from Stanford University in Communication and Political
24 Science and a Masters Degree in Journalism from Columbia University.
25
26 Q. ON WHOSE BEHALF ARE YOU TESTIFYING?
27 A. I am testifying on behalf of the Citizens Utility Board.
28

1 Q. WHAT IS THE PURPOSE OF YOUR TESTIMONY?

2 A. I have been asked to review Ameritech's direct marketing materials and customer
3 solicitations, proprietary research results, Telesurveys Inc. and focus group footage, as
4 well as training manuals and telephone scripts, in connection with Ameritech's
5 Simplifive and CallPack rates. I reviewed the materials seeking to understand:

6 A. What is the best rate structure for an Ameritech customer?

7 B. Was that information clearly conveyed to customers by Ameritech employees
8 and/or Ameritech promotional materials?

9 C. Could consumers have impressions or have made decisions that were contrary to
10 the customer getting "the best price" or "savings" given the language and wording
11 used in the promotional materials to inform and/or solicit customers?

12 D. Did Ameritech use marketing and advertising strategies that could have resulted
13 in consumers being confused or misled about what Simplifive and CallPack
14 deliver?
15

16 Q. HAVE YOU REVIEWED AMERITECH'S SIMPLIFIVE RATES, CALLPACK RATES
17 AND OTHER TARIFFED RATES?

18 A. Yes. I reviewed the Simplifive Rate, the CallPack Rates and what I will call "basic" rates.
19 The basic rates are the rates paid by consumers who do not specifically subscribe to an
20 Optional Calling Plan (OCP) like Simplifive or CallPack.
21

22 Q. CAN YOU DESCRIBE YOUR UNDERSTANDING OF THE BASIC RATES?

23 A. Yes. There are three paramount factors contributing to the calculation of the cost of a
24 phone call under basic rates: time of day, duration of the call and the distance between the
25 outbound phone and the number called [Band A, B or C]. The following two charts show
26 the basic rates for MSA 1 and Ameritech areas outside MSA 1.
27

Residential Customers Inside MSA 1

	<u>Band A</u>	<u>Band B</u>	<u>Band C</u>
<u>Peak</u>	5 ¢ / call	5 ¢ / call + 1.5 ¢ / each subsequent minute	10 ¢ / call + 10 ¢ / each subsequent minute
<u>Shoulder Peak</u>	4.5 ¢ / call	4.5 ¢ / call + 1.35 ¢ / each subsequent minute	Same as above
<u>Off-Peak</u>	3 ¢ / call	3 ¢ / call + 0.9 ¢ / each subsequent minute	Same as above

Residential Customers Outside MSA 1

	<u>Band A</u>	<u>Band B</u>	<u>Band C</u>
<u>Peak</u>	5.6 ¢ / call	5 ¢ / call + 1.7 ¢ / each subsequent minute	10 ¢ / call + 10 ¢ / each subsequent minute
<u>Shoulder Peak</u>	5.0 ¢ / call	4.5 ¢ / call + 1.53 ¢ / each subsequent minute	Same as above
<u>Off-Peak</u>	3 ¢ / call	3 ¢ / call + 1.02 ¢ / each subsequent minute	Same as above

These rates also contain usage discounts, which start at 15% for usage above \$2.60 and increase to 33% for usage above \$26.00 in MSA, and 32.20% for usage above 26.00 for areas outside MSA 1.

Q. WHAT IS THE SIMPLIFIVE RATE?

A. The Simplifive rate charges the consumer 5 cents for all calls in Band A, and 5 cents per call plus 5 cents per minute for calls in Bands B and C. The volume discount is 15% for usage above \$15.00 and 30% for usage above \$30.00.

1 Q. WHAT ARE THE CALLPACK RATE PLANS?

2 A. Originally Ameritech offered four CallPack rate plans, which included a fixed call
3 allowance and a fixed monthly rate, no distance or band restrictions, no per minute
4 charges and no time of day restrictions. If the consumer made more calls than allowed,
5 they were charged on a per call basis as follows:

6

<u>CallPack Plan</u>	<u>Call Allowance</u>	<u>Monthly Rate</u>	<u>Rate/Call Over Allowance</u>
100	100	\$10.00	\$0.10
250	250	\$20.00	\$0.09
400	400	\$30.00	\$0.08
800	800	\$60.00	\$0.08

7

8 Ameritech stopped offering CallPack 250, 400 and 800 as of July 3, 1998. Consumers on
9 those plans were "grand fathered" or allowed to continue them.

10

11 Q. DO YOU HAVE ANY COMMENT ON THE DIFFERENCES AMONG THESE
12 RATES?

13 A. Ameritech's Simplifive and CallPack rates provide customers with choices based on
14 distance-of-call patterns, duration-of-call patterns; and time of day. The factor with the
15 greatest impact for calls to Bands A and B under basic rates --- time of day --- is not
16 integrated into either plan.

17 These fundamental rate elements are critical as the context for determining whether or not
18 Ameritech's Simplifive and CallPack campaigns were misleading. If the ultimate
19 consumer had only one of the two plans to choose from, then the material should be
20 evaluated based on that understanding. However, if there is an undisclosed or
21 misunderstood third option, which responds to customers' needs, that fact must be
22 considered when judging the material.

23

1 Q. HAVE YOU BEEN ABLE TO DRAW ANY CONCLUSIONS FROM YOUR REVIEW
2 OF AMERITECH'S BASIC RATES, SIMPLIFIVE RATE AND CALLPACK PLAN
3 RATES?

4 A. Yes. I have concluded that in many cases, the basic rate structure for Ameritech
5 residential customers is often the best "deal" for customers seeking lowest prices. This is
6 because the price per call or per minute is lower than the Simplifive rate or CallPack rate
7 at all times other than peak for calls to bands A and B. Even at peak, the per minute
8 charge for band B calls is significantly lower than the corresponding Simplifive rate. It
9 appears that only customers who make a significant number of calls of long duration to
10 band C, and a smaller number of band A and B calls, would benefit from Simplifive, and
11 only those who make a significant number of calls of long duration to band C and B and a
12 smaller number of band A calls would benefit from CallPack.

13
14 Q. WERE AMERITECH'S MARKETING AND ADVERTISING MATERIALS
15 DESIGNED TO REFLECT THAT BASIC RATES COULD RESULT IN THE
16 LOWEST CHARGES TO THE CONSUMER?

17 A. No. Ameritech's marketing and advertising materials and practices are designed to lead
18 consumers to believe that they would save money under these plans as compared to their
19 existing rates.

20
21 Q. DID YOU REVIEW ANY MARKET RESEARCH DONE BY AMERITECH OR ITS
22 AGENTS?

23 A. Yes. I reviewed the marketing research materials produced by Ameritech in response to
24 data requests. The Telesurvey material, attached as Schedule A (Proprietary) as well as
25 the consumer feedback shared in the focus group tapes

i.e.

call

They feel

Q. DID THE TELESURVEY RESEARCH REPORT ON CONSUMERS' VIEW OF THE COST OF THE SIMPLIFIED RATE?

A. The Telesurvey asked the question: "Plan One is a local and local toll calling plan that provides simple, uncomplicated pricing. With Plan One, all local calls would cost \$.05 cents per call, and all toll calls would cost \$.05 cents per minute. The plan would also provide automatic volume discounts if your charges go over a set amount. Not only is this less complicated, but you would always know what you are being charged. How much do you think the plan would cost compared to what you pay now? The Telesurvey found that of the customers that responded, their costs if they switch to the new plan. See Telesurvey questions included in Schedule A.

Q. WERE CONSUMERS GIVEN ANY ADDITIONAL INFORMATION ON WHICH TO BASE THEIR CONCLUSION THAT THEIR COSTS WOULD BE VIRTUALLY EQUAL?

A. Not that I can ascertain from the Telesurvey materials supplied by Ameritech.

1 Q. DO AMERITECH'S MARKETING MATERIALS INDICATE WHETHER
2 AMERITECH BELIEVED THAT THE COST TO THE CONSUMER WOULD BE
3 THE SAME UNDER SIMPLIFIVE AND UNDER BASIC RATES?

4 A. Ameritech's "Simplifive Campaign II Market Plan" indicates that changing to Simplifive
5 would be
6
7
8

9 Q. DO AMERITECH'S MARKETING MATERIALS REVEAL WHETHER
10 AMERITECH KNEW THAT CONSUMERS
11

12 A.
13
14
15
16
17
18
19
20
21
22 Q. DID YOU REVIEW THE MATERIALS AMERITECH USED TO SOLICIT
23 CONSUMERS TO SUBSCRIBE TO SIMPLIFIVE OR CALLPACK?
24 A. Yes. In response to CUB data requests 11A & B and 12B, Ameritech provided 15
25 exhibits representing the bill inserts and letters of solicitation for Simplifive and
26 CallPack. I have attached them, as Schedule B. Schedule C is a copy of additional letters
27 received by CUB from consumers concerning CallPack.
28

1 Q. HOW DO YOU BELIEVE CONSUMERS RESPOND TO THESE ITEMS?

2 A. In reviewing the exhibits in Schedules B and C, I believe it is reasonable to expect
3 customers would have equated simple pricing with lowest pricing. Similarly, customers
4 could have equated savings with lower or lowest pricing. Ameritech clearly is promoting
5 these two OCPs as a response to, and solution for, high phone bills when they are merely
6 a solution for simple billing and possibly may result in lower charges.

7
8 Q. WHAT IMPRESSION DO YOU BELIEVE THE ADVERTISING AND MARKETING
9 MATERIALS HAD ON CONSUMERS?

10 A. Exhibit 1 states: "Simplify your calling and save money." Consumers would understand
11 this to mean that they could have lower total bills if they signed up for this plan. That
12 claim cannot accurately be made unilaterally if Ameritech already knows that some
13 customers will experience if they switch to
14 Simplifive;

15 Exhibit 2 headlines: "A Change for the better" with the graphic of a coin. The implicit
16 message is the new plan is a cheaper plan;

17 Exhibit 3 includes the claim, "Based on the number of calls you make, this could be a
18 great value for you" and "We'll help you get more for your money." While the CallPack
19 plan might result in savings for customers who make a lot of timed calls of long duration,
20 Consumers were not given this important information. A more accurate and better choice
21 for consumers to "get more for your money" might be that consumers change their calling
22 patterns and concentrate calls during off-peak hours. However, the materials do not
23 mention this option. This letter could easily mislead consumers to believe that CallPack
24 would save them money regardless of their calling patterns;

25 Exhibit 6 references customer feedback by stating, "Many Illinois customers have asked
26 for easy-to-understand local and local toll rates." That's true. However an even more
27 accurate depiction of consumer concern would have stated, "Many Illinois customers are
28 confused and angry by high telephone rates. In response, we'd like to let you know that if
29 you are truly concerned about reducing your phone bill, you might consider changing

1 your calling pattern to what we call 'off-peak' hours and catch up with friends and family
2 in the evening or on weekends."

3
4 Q. DO YOU BELIEVE THAT THESE ADVERTISING MATERIALS ARE FALSE?

5 A. Ameritech's advertising material is not entirely false. It is "true" that research results point
6 to a need for simple bills and plans that allow customers to better manage their phone
7 usage. However, neither Simplifive nor CallPack nor any of the sales literature or phone
8 training gives consumers the information they need to address the proverbial bottom line.
9 In many cases, the "best" plan for a customer is to be informed about time of day as the
10 most critical factor affecting their telephone expenses. Ameritech is guilty of omitting
11 key facts by failing to educate consumers about basic rates. This omission is even more
12 disturbing

13 -- key pieces of feedback received from customers in the
14 focus groups.

15
16 Q. DID AMERITECH TRAIN ITS SERVICE REPRESENTATIVES TO OFFER
17 SIMPLIFIVE OR CALLPACK PLANS?

18 A. Ameritech provided a number of sample telephone scripts, which seemed to suggest an
19 "automatic" trigger for the representative to encourage a customer to switch rates. In
20 addition, there was one handout that was seemingly part of the training manuals titled:
21 "Simplifive Handout".
22
23
24
25
26
27
28
29

1 Q. DOES IT APPEAR THAT CUSTOMER SERVICE REPRESENTATIVES WERE
2 ENCOURAGED TO ADVISE CONSUMERS TO SUBSCRIBE TO SIMPLIFIVE OR
3 CALLPACK TO REDUCE THEIR BILLS?

4 A. It appears that in some cases customer service representatives offered advice to callers as
5 to the potential savings involved in switching plans. If it was a close call, the
6 representative would suggest that simple pricing under Simplifive or CallPack may be a
7 better option, even if the monthly bills were higher.

8 there is
9 no material suggesting that a representative had any script to initiate that type of
10 conversation or inform them how to minimize their bill under basic rates. See Schedule
11 D.

12 Both in its written solicitation and through customer service prompts, Ameritech failed to
13 provide its customers with a very important option: subscribe to our basic rates, but
14 change your calling pattern to get the absolutely best phone rates available.

15

16 Q. CAN YOU SUMMARIZE YOUR CONCLUSIONS ABOUT THE MARKETING OF
17 THE SIMPLIFIVE AND CALLPACK RATES?

18 A. In summary, Ameritech preyed on the sheer ignorance of the population, which considers
19 the phone company to be a (quoted from focus group
20 participants)

21

22 . By neglecting to clearly differentiate how a customer can save the most money,
23 Ameritech is certainly misleading the public to believe that these are the only plans that
24 would save them money when there are other choices they have to control their telephone
25 expense. This constitutes a real breach of consumer good will and an exploitation of the
26 confusion in the marketplace.

27

28 Q. DOES THIS CONCLUDE YOUR TESTIMONY?

29 A. Yes.

Residential Customers Inside MSA 1

	<u>Band A</u>	<u>Band B</u>	<u>Band C</u>
<u>Peak</u>	5 ¢ / call	5 ¢ / call + 1.5 ¢ / each subsequent minute	10 ¢ / call + 10 ¢ / each subsequent minute
<u>Shoulder Peak</u>	4.5 ¢ / call	4.5 ¢ / call + 1.35 ¢ / each subsequent minute	Same as above
<u>Off-Peak</u>	3 ¢ / call	3 ¢ / call + 0.9 ¢ / each subsequent minute	Same as above

Residential Customers Outside MSA 1

	<u>Band A</u>	<u>Band B</u>	<u>Band C</u>
<u>Peak</u>	5.6 ¢ / call	5 ¢ / call + 1.7 ¢ / each subsequent minute	10 ¢ / call + 10 ¢ / each subsequent minute
<u>Shoulder Peak</u>	5.0 ¢ / call	4.5 ¢ / call + 1.53 ¢ / each subsequent minute	Same as above
<u>Off-Peak</u>	3 ¢ / call	3 ¢ / call + 1.02 ¢ / each subsequent minute	Same as above

These rates also contain usage discounts, which start at 15% for usage above \$2.60 and increase to 33% for usage above \$26.00 in MSA, and 32.20% for usage above 26.00 for areas outside MSA 1.

Q. WHAT IS THE SIMPLIFIVE RATE?

A. The Simplifive rate charges the consumer 5 cents for all calls in Band A, and 5 cents per call plus 5 cents per minute for calls in Bands B and C. The volume discount is 15% for usage above \$15.00 and 30% for usage above \$30.00.

Q. WHAT ARE THE CALLPACK RATE PLANS?

A. Originally Ameritech offered four CallPack rate plans, which included a fixed call allowance and a fixed monthly rate, no distance or band restrictions, no per minute charges and no time of day restrictions. If the consumer made more calls than allowed, they were charged on a per call basis as follows:

<u>CallPack Plan</u>	<u>Call Allowance</u>	<u>Monthly Rate</u>	<u>Rate/Call Over Allowance</u>
100	100	\$10.00	\$0.10
250	250	\$20.00	\$0.09
400	400	\$30.00	\$0.08
800	800	\$60.00	\$0.08

Ameritech stopped offering CallPack 250, 400 and 800 as of July 3, 1998. Consumers on those plans were "grand fathered" or allowed to continue them.

Q. DO YOU HAVE ANY COMMENT ON THE DIFFERENCES AMONG THESE RATES?

A. Ameritech's Simplifive and CallPack rates provide customers with choices based on distance-of-call patterns, duration-of-call patterns; and time of day. The factor with the greatest impact for calls to Bands A and B under basic rates --- time of day --- is not integrated into either plan.

These fundamental rate elements are critical as the context for determining whether or not Ameritech's Simplifive and CallPack campaigns were misleading. If the ultimate consumer had only one of the two plans to choose from, then the material should be evaluated based on that understanding. However, if there is an undisclosed or misunderstood third option, which responds to customers' needs, that fact must be considered when judging the material.

Schedule A

Schedule B

Illinois Commerce Commission Docket 00-0043
Ameritech's Response to
CUB's First Data Request
Request 11-A & B
Exhibit 1

Simplify
Your
Calling
and Save
Money

with an
Ameritech AnswerSM
Calling Plan.



Choose the plan that's right for you

Ameritech SimpliFiveSM Plan

With the Ameritech SimpliFive plan, you get simple **5¢ pricing** for all of your local calls.

- Local calls close to home are just 5¢ each
- Local calls farther away are just 5¢ per minute
- No monthly fees, restrictions, or minimums

Plus, you can receive automatic volume discounts.

- 15% for total local calling charges over \$15.00
- 30% for total local calling charges over \$30.00

CallPack 100

Pay by the call, not by the minute. With **CallPack 100**, you can make **100 calls per month** for only \$10.00 per month. That's just 10¢ per call.* Plus, calls over the CallPack limit are still just 10¢ per call.

So talk as long as you want, whenever you want — 7 days a week, 24 hours a day — for just 10¢ per call.

Call **1-800-834-1866** to order your Ameritech AnswerSM calling plan — and receive easy, predictable, and affordable local toll calling.

An Ameritech representative will be happy to help you choose which plan is best for you.

Ameritech.
In a world of technology.

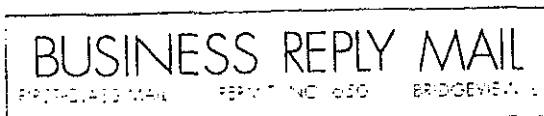
*Applies to calls within Ameritech territory. Rate plan offered for residential customers only. CallPack 100 is not available to Internet

Illinois Commerce Commission Docket 00-0943
Ameritech's Response to
CUB's First Data Request
Request 11-A
Exhibit 2

1388
400

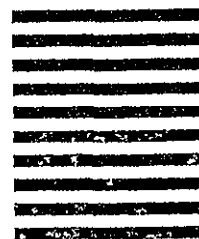


NO POSTAGE
NECESSARY
IF MAILED
IN THE
UNITED STATES



POSTAGE WILL BE PAID BY ADDRESSEE

AMERITECH
PO BOX 1557
BRIDGEVIEW IL 60455-9902



Ameritech *Inc.*

Liberty

*A Change
For The Better.*

Moisten seal and mail.

It's simple.

Simple 5¢ pricing,
24 hours a day, 7 days a week.

No monthly fee, so you
only pay for the calls you make.

Easy to understand phone bill.

**Local calls close to home are 5¢ a call.
Local toll calls are 5¢ a minute.**

Want simple pricing? Then sign up for 5¢ pricing from Ameritech.

With the Ameritech SimpliFive™ plan, calls in your neighborhood cost 5¢ a call, no matter how long you talk. And local calls that are farther away from home cost 5¢ a minute, no matter when you call. See? It's that simple.



Call Ameritech at **1-888-455-5560**
to sign up for the Ameritech SimpliFive plan
and enjoy 5¢ pricing.

Or sign up by mail.

(Your name as it appears on your bill)

(Your signature)

(The phone number you want to enroll)

Ameritech 1999

Applies to calls within the Ameritech territory.

Ameritech.

In a world of 1.2 billion people,
people make the difference.

Illinois Commerce Commission Docket 00-0043
Ameritech's Response to
CUB's First Data Request
Request 11-B
Exhibit 3

Get an Ameritech CallPack.
And talk all you want for
one low price.

You're always on the run. Racing against the clock. And looking for ways to make your money go further. Let's face it—you've got a lot going on. But with an Ameritech® CallPack, you can forget about the clock for a while.

With a CallPack you pay by the call, not the minute. You can buy a pack of 100, 250 or 400 calls each month for one flat price. Based on the number of calls you make, this could be a great value for you.

Ameritech CallPacks let you call:

- Anywhere in Chicagoland (see shaded areas on map)
- Anytime—day or night
- And talk as long as you like

Call now to find out which CallPack is best for you. We'll help you get more for your money.

CallPack	Monthly Rate
100 Calls	\$10
250 Calls	\$20
400 Calls	\$30



CallPacks cover all
your local and local
toll calls.

AMERITECH CALLPACKS: 1-888-222-PACK.

(Toll-Free 1-888-222-7225)

Bill
Insert
1996/1997

YOUR LINK TO BETTER COMMUNICATION™

Ameritech.

Buy yourself
some time.

outer
Envelope

Ameritech.



Put Stamp Here
The Post Office will
not deliver mail
without postage.



Business
Reply
Envelope

Ameritech
PO Box 260
Summit IL 60501-0260



Illinois Commerce Commission Docket 00-0043
Ameritech's Response to
CUB's First Data Request
Request 12-A
Exhibit 4



CUSTOMER ALERT

March 7, 2000

|||||

610

Dear

Recently, we were notified that your local toll phone service had been switched from Ameritech to another company. Since we know many customers have been switched without their permission, we want to be sure you know how to reach us if this was not approved by you.

If you did not authorize a change to your local toll service, please call 1-800-261-9810 or, if you prefer, simply complete the form below and return it in the enclosed envelope. We will then immediately return you to Ameritech, at no cost.

We're eager to provide your local toll service – and we look forward to speaking with you soon.

Sincerely,

Sean Biagini
Manager, Customer Service

P.S. Call 1-800-261-9810 or mail the reply form today and come back for free.

ILDMF

ILDMF



Yes! I want to switch my local toll service back to Ameritech.

* I designate Ameritech to act as my agent for the above service change on the telephone lines listed below. I understand that only one telecommunications carrier can be designated as my local toll provider.



In a world of technology,
people make the difference.

847

Signature required

Date

Illinois Commerce Commission Docket 00-0043
Ameritech's Response to
CUB's First Data Request
Request 12-A
Exhibit 5

XXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXX

Bartlett, IL 60103-7932

At Ameritech, we value you as a customer and can offer you the savings you're looking for.

You asked and we delivered. Many Illinois customers have asked for easy-to-understand local and local toll rates. So, we've introduced the Ameritech SimpliFiveSM plan, a calling plan that gives you simple pricing for all your local and local toll calls.

- ✓ Only 5¢ a call for calls close to home (within approximately 8 miles)
- ✓ Only 5¢ a minute for all your other local and local toll calls
- ✓ Automatic 15% discount when you spend \$15 per month on local and local toll calling
- ✓ Automatic 30% discount when you spend \$30 per month on local and local toll calling
- ✓ Call any time of the day, any day of the week

Switch back for free by calling 1-800-261-9782.

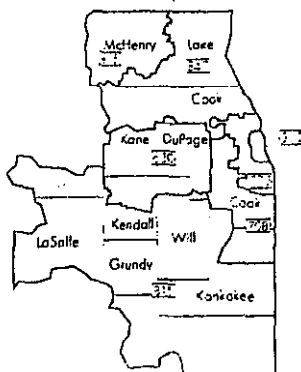
Sincerely,

Jennifer Zerbe,

P.S. Switch back for free and start saving now. Call 1-800-261-9782 or mail the form below today.

LFNC 358 CIA

Ameritech SimpliFiveSM plan serves shaded area.



☒ **Yes!** I want to switch my local toll service back to Ameritech and sign up for the Ameritech SimpliFiveSM plan.

* I designate Amertech to act as my agent for the above service change on the telephone line(s) listed below. I understand that only one telecommunications carrier can be designated as my local toll provider.

630-

Bartlett, IL 60103-7932

Signature required

Date _____

To Enroll: Complete this form and return it in the enclosed envelope.

Illinois Commerce Commission Docket 00-0043
Ameritech's Response to
CUB's First Data Request
Request 12-A
Exhibit 6

[illegible]

Blue Island, IL 60406-2617

Many customers want affordable local toll rates. Are you paying more than 5¢ a minute for local toll calls you make? And, if you're on a calling plan are you getting charged each month just for having that calling plan?

You asked and we delivered. Many Illinois customers have asked for easy-to-understand local and local toll rates. So, we've introduced the Ameritech SimpliFiveSM plan, a calling plan that gives you simple pricing for all your local and local toll calls.

- ✓ Only 5¢ a call for calls close to home (within approximately 8 miles)
- ✓ Only 5¢ a minute for all your other local and local toll calls
- ✓ Automatic 15% discount when you spend \$15 per month on local and local toll calling
- ✓ Automatic 30% discount when you spend \$30 per month on local and local toll calling
- ✓ Call any time of the day, any day of the week

Switch back for free by calling 1-800-261-9706.

Sincerely,

Jennifer Zerbe

P.S. Switch back for free and start saving now. Call 1-800-261-9706 or mail the form below today.

ILFR 358 CHIL

* I designate Ameritech Direct as my agent for the above service change on the telephone line(s) listed below. I understand that only one telecommunications carrier can be designated as my local toll provider.

Blue Island, IL 60406-2617

Date _____

7. Scroll down to the bottom of this page and return it in the enclosed envelope.

Illinois Commerce Commission Docket 00-0043
Ameritech's Response to
CUB's First Data Request
Request 12-A
Exhibit 7

XXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXX

Orland Park, IL 60467-6044

We have great news for everyone in Illinois. We've tried to contact you before to tell you about it. Now we're writing to you to tell you about a great savings opportunity.

You asked and we delivered. Many Illinois customers have asked for easy-to-understand local and local toll rates. So, we've introduced the Ameritech SimpliFiveSM plan, a calling plan that gives you simple pricing for all your local and local toll calls.

- ✓ Only 5¢ a call for calls close to home (within approximately 8 miles)
- ✓ Only 5¢ a minute for all your other local and local toll calls
- ✓ Automatic 15% discount when you spend \$15 per month on local and local toll calling
- ✓ Automatic 30% discount when you spend \$30 per month on local and local toll calling
- ✓ Call any time of the day, any day of the week

Switch back for free by calling 1-800-261-9782.

Sincerely,

Jennifer Zerbe

P.S. Switch back for free and start saving now. Call 1-800-261-9782 or mail the form below today.

LRNC 358 CIL

A map of Illinois showing the locations of the 10th, 11th, 12th, 13th, 14th, 15th, 16th, 17th, 18th, and 19th congressional districts. The map is labeled with district numbers and names of major cities or regions within each district.

- 10th District:** McHenry, Lake
- 11th District:** Kane, DuPage
- 12th District:** Kendall, Will
- 13th District:** Cook
- 14th District:** Cook
- 15th District:** Cook
- 16th District:** Cook
- 17th District:** Cook
- 18th District:** Cook
- 19th District:** Cook

* I designate Ameritech to act as my agent for the above service change on the telephone lines listed below. I understand that only one telecommunications carrier can be designated as my local service provider.

Orland Park, IL 60467-6044

Date _____

""" If it's not there, then return it in the empty set, hope,

Illinois Commerce Commission Docket 00-0043
Ameritech's Response to
CUB's First Data Request
Request 12-A
Exhibit 8

123456789101112131415161718192021222324252627282930313233343536373839404142434445464748495051525354555657585960616263646566676869707172737475767778798081828384858687888990919293949596979899100

Berwyn, IL 60402-1062

Do you know how much you're actually paying for your local toll calls? Are you paying more than 5¢ a minute for your local toll calls? And, if you're on a calling plan are you getting charged each month just for having that calling plan?

You asked and we delivered. Many Illinois customers have asked for easy-to-understand local and local toll rates. So, we've introduced the Ameritech SimpliFiveSM plan, a calling plan that gives you simple pricing for all your local and local toll calls.

- ✓ Only 5¢ a call for calls close to home (within approximately 8 miles)
- ✓ Only 5¢ a minute for all your other local and local toll calls
- ✓ Automatic 15% discount when you spend \$15 per month on local and local toll calling
- ✓ Automatic 30% discount when you spend \$30 per month on local and local toll calling
- ✓ Call any time of the day, any day of the week

Switch back for free by calling 1-800-261-9706.

Sincerely,

Jennifer Zerbe

P.S. Switch back for free and start saving now. Call 1-800-261-9706 or mail the form below today.

Q.R.R. 358 C.D.

A map of Illinois divided into counties. The counties and their associated percentages are: McHenry (17), Lake (15), Cook (15), Kane (17), DuPage (17), Cook (17), LaSalle (17), Kendall (17), Will (17), Grundy (17), and Kanawha (17). The percentages are written inside the county boundaries.

* I designate Ameritech to act as my agent for the above service change on the telephone lines listed below. I understand that only one telecommunications carrier can be designated as my local toll provider.

Berwyn, IL 60402-1362

Days:

To Enroll: Complete this form and return it in the enclosed envelope.

Illinois Commerce Commission Docket 00-0043
Ameritech's Response to
CUB's First Data Request
Request 12-A
Exhibit 9

XXXXXXXXXXXXXXXXXXXXXXXXXXXX

Bensenville, IL 60106-2088

A simple way to save money in Illinois.

The benefits of the Ameritech SimpliFive plan are clear.

- Switch for free by calling 1-800-261-9782.**

Sincerely,

Jennifer Zerbe

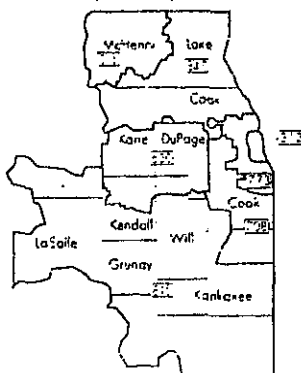
Jennifer Zerbe
Manager, Customer Service

P.S. Switch for free and start saving now. Call 1-800-261-9782 or mail the form below today.

LNXC

ILANC 258 CIL

Ameritech SimpliFive™ plan serves shaded area.



☒ **Yes!** I want to switch my local toll service to Ameritech and sign up for the Ameritech SimpliFiveSM plan.

* I designate American Express as my agent for the above service change on the telephone lines listed below. I understand that only one telecommunications carrier can be designated as my local toll provider.

630-

Bensenville, IL 60106-2088

Signature required

Date _____

To Expedite Completion of this form and return it in the enclosed envelope.

Illinois Commerce Commission Docket 00-0043
Ameritech's Response to
CUB's First Data Request
Request 12-A
Exhibit 10

11/11/2019 11:11:11 AM

Burbank, IL 60459-1289

Do you know how much you're actually paying for your local toll calls? Are you paying more than 5¢ a minute for your local toll calls? And, if you're on a calling plan are you getting charged each month just for having that calling plan?

You asked and we delivered. Many Illinois customers have asked for easy-to-understand local and local toll rates. So, we've introduced the Ameritech SimpliFiveSM plan, a calling plan that gives you simple pricing for all your local and local toll calls.

- ✓ Only 5¢ a call for calls close to home (within approximately 8 miles)
- ✓ Only 5¢ a minute for all your other local and local toll calls
- ✓ Automatic 15% discount when you spend \$15 per month on local and local toll calling
- ✓ Automatic 30% discount when you spend \$30 per month on local and local toll calling
- ✓ Call any time of the day, any day of the week

Switch for free by calling 1-800-261-9706.

Sincerely,

Jennifer Zerbe

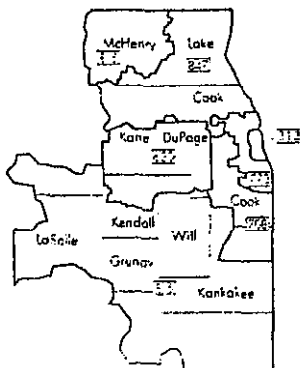
Jennifer Zerbe
Manager, Customer Service

P.S. Switch for free and start saving now. Call 1-800-261-9706 or mail the form below today.

ELNR

ILNR 358 CHL

Ameritech SimpliFiveSM plan serves shaded area.



☒ **Yes!** I want to switch my local toll service to Ameritech and sign up for the Ameritech SimpliFiveSM plan.

* I designate Ameritech to act as my agent for the above service change on the telephone line(s) listed below. I understand that only one telecommunications carrier can be designated as my local toll provider.

708-

Burbank, IL 60459-1289

Signature: required

Date _____

To Enroll: Complete this form and return it in this enclosed envelope.

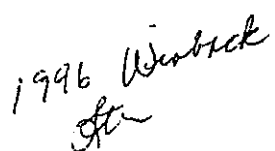
Illinois Commerce Commission Docket 00-0043
Ameritech's Response to
CUB's First Data Request
Request 12-A
Exhibit 11

Date

Illinois Commerce Commission Docket 00-0043
Ameritech's Response to
CUB's First Data Request
Request 12-A
Exhibit 12

0.25

Illinois Commerce Commission Docket 00-0043
Ameritech's Response to
CUB's First Data Request
Request 12-B
Exhibit 13



**Paying by
the minute
or paying
by the call?**

Dear Sample A. Sample:

I can't wait to tell you the good news about CallPacks — Ameritech's answer to easy, predictable, affordable local toll calling. The fact is, if you're not using Ameritech's CallPacks then you're not getting the best value for your money. With our competitors, you could be paying as much as 15¢ a minute for your local toll calls.

But now, you can change the way you manage your local toll calls — and enjoy substantial savings! With Ameritech CallPacks, you can talk as long as you like for as little as 8¢ per call.* There are three CallPacks to choose from...

<u>CallPack</u>	<u># of Monthly Calls</u>	<u>Rate per Call</u>	<u>Monthly Rate*</u>
400	400 calls	8¢	\$30
250	250 calls	8¢	\$20
100	100 calls	10¢	\$10

CallPacks make sense — with these terrific benefits:

- Call anywhere in greater Chicagoland (see map below).
- Talk as long as you like on each call.
- Call any day of the week, any time of the day or night.
- All for one great price.

Which CallPack is best for you? Ameritech suggests the XXX pack.

We've analyzed your most recent phone bills, which show the XXX pack as the best option for you. This pack gives you all your Ameritech calls (up to XXX calls per month) for one flat monthly fee of only \$XX...so it's easy and affordable.

Call Toll-Free 1-888-222-PACK to enroll, or for a personal consultation.

If you have any questions about which CallPack is best for you, call us and an Ameritech Service Representative will be happy to help you. Or complete the form below and return it in the envelope provided. That's all there is to it.

It makes perfect sense to call today and begin enjoying simple, predictable local calling. We look forward to hearing from you soon.

Sincerely,

Richard A. Francese

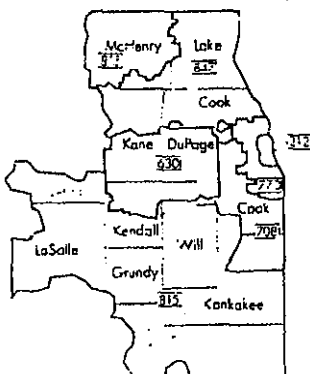
Edward J. Franczek
Vice President, Consumer Services

P.S. The sooner you contact us, the sooner you can call anywhere in greater Chicagoland for as little as 8¢ a call.

*~~new~~ reverse side

xxx

Shaded area represents
Ameritech CallPack territory.



Yes! I want to enjoy simple and predictable local toll calling.
Please enroll me in the Ameritech CallPack I've indicated below:

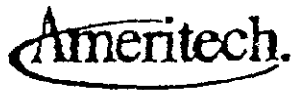
- ☐ CallPack 400 – 8¢ a call
(400 calls/month, \$30/month)
- ☐ CallPack 250 – 8¢ a call
(250 calls/month, \$20/month)
- ☐ CallPack 100 – 10¢ a call
(100 calls/month, \$10/month)

Sample A. Sample
123 Any Street
Anytown, US 12345-6789

000-000-0000-000

Additional phone line: () _____

To enroll, call Toll-Free 1-888-222-PACK (1-888-222-7225).

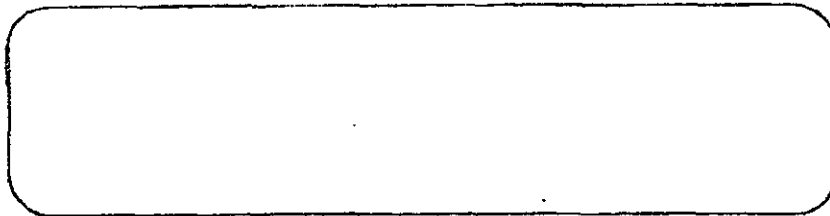


2000 West Ameritech Center Dr., 4th Fl.
Evanston, IL 60119

POSTAGE
FIRST CLASS MAIL
U.S. POSTAGE
PAID
AMERITECH

Enjoy 0¢/Minute

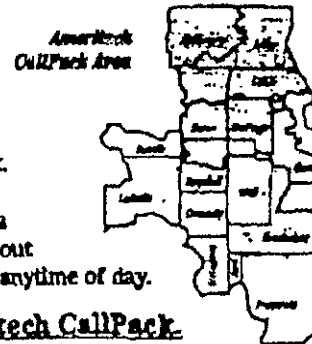
AND TALK AS LONG AS YOU LIKE.



Illinois Commerce Commission Docket 00-0043
Ameritech's Response to
CUB's First Data Request
Request 12-B
Exhibit 14



**Pay by the Call - Not by the Minute...
So You Can Talk as Long as You Like.**



Dear Sample A. Sample,

Based on the number of local and local toll calls you make you could be getting more for your money with an Ameritech CallPack.

Instead of paying for the number of minutes you're on the phone, a CallPack lets you pay by the call for a low monthly rate. Forget about watching the clock. Now, you can talk as long as you like and call anytime of day.

Get More For Your Money With An Ameritech CallPack.

- Talk as long as you like on all your local and local toll calls
- Call anywhere in greater Chicagoland (see map)
- Call any day of the week; any time of the day or night
- All for one low rate

With A CallPack, One Low Monthly Rate Covers All Your Calls.

CallPacks are a great way to simplify your phone bill...every month you'll know exactly what you'll pay for your local and toll calls.

CallPack	# of Monthly Calls	Monthly Rate*	Rate Per Minute
100	100 Calls	\$10	0¢/Minute
250	250 Calls	\$20	0¢/Minute
400	400 Calls	\$30	0¢/Minute

Ameritech Suggests CallPack 400 For You.

Based on your recent phone bills, we recommend the 400 pack as the CallPack for you. This pack gives you all your Ameritech local and local toll calls (up to 400 calls per month) for one flat monthly fee of only \$30...that's 08¢/call so you can talk as long as you like because all the minutes are free!

8¢/call

To Sign Up Call Toll-Free 1-888-222-PACK.

Call and sign up for an Ameritech CallPack today. If you have any questions, a Service Representative will be happy to help you. Or just complete the form below and send it in the envelope provided. So start enjoying 0¢/minute today.

Sincerely,

Vice President, Consumer Services

P.S. Enjoy 0¢/minute and talk as long as you like on all your local and local toll calls with an Ameritech Callpack. Call toll-free 1-888-222-PACK and enroll today!

* See current rates for details.

SL 01258 100 307



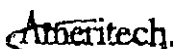
Yes! I want to get more for my money and pay by the call, instead of by the minute.

Please enroll me in Ameritech CallPack #100 _____ CallPack #250 _____ CallPack #400 _____.

Please return this form in the enclosed reply envelope. Or call TOLL FREE 1-888-222-PACK.

Value to:

Sample A. Sample
1234 Anystreet
Anytown, USA 00000

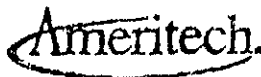


Rec'd on hand

SL 01258 100 307

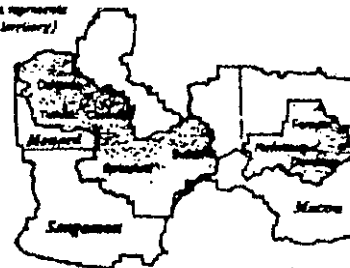
* Applies to calls within Ameritech territory. Calls above CallPark limit charged on a per call basis (00/call on 400 pack; 00/call on 250 pack; and 00/call on 100 pack.) Rate per call based on total number of calls in CallPark plan. Rate plan utilized for residential customers. CallParks are not available to Internet Service Providers.

Illinois Commerce Commission Docket 00-0043
Ameritech's Response to
CUB's First Data Request
Request 12-B
Exhibit 15



**Pay One Flat Rate For All Your Calls -
No Matter How Long You Talk.**

**Ameritech
CallPack Area**
(shaded areas represent
Ameritech territory)



Dear

For customers like you who make a lot of local and local toll calls (see map), paying by the minute can be expensive.

To help you get more for your money, Ameritech has developed CallPacks. The benefits you receive from using an Ameritech CallPack are:

- Talk as long as you like on all your local and local toll calls
- Call anywhere in your local toll area (see map)
- Call any day of the week; any time of the day or night
- All for one low rate

Ameritech CallPack Plans Provide Simple, Flat Rates.

You'll know exactly what all of your local and local toll calls will cost each month.

CallPack	# of Monthly Calls	Monthly Rate*	Rate Per Minute
100	100 Calls	\$10	0¢/Minute
250	250 Calls	\$20	0¢/Minute
400	400 Calls	\$30	0¢/Minute

We Suggest CallPack 100 For You.

Based on your recent phone bills, we recommend the 100 pack as the CallPack for you. This pack gives you all your Ameritech local and local toll calls (up to 100 per month) for one flat monthly fee of only \$10. So you can talk as long as you like without worrying about paying by the minute because all the minutes are free!

Call 1-888-222-PACK To Simplify Your Bill Today!

Call and sign up for an Ameritech CallPack today. If you have any questions, a Customer Service Representative will be happy to help you. Or just complete the form below and send it in the envelope provided.

Sincerely,

Director, Consumer Services

P.S. Enjoy 0¢/minute and talk as long as you like on all your local and local toll calls with an Ameritech CallPack. Call toll-free 1-888-222-PACK and enroll today!

* Applies to calls within Ameritech territory. Calls above CallPack limit charged on a pay call basis (1¢/call on 400 pack; 9¢/call on 250 pack; and 10¢/call on 100 pack). Rate plan offered for residential customers. CallPacks are not available to Internet service providers.



Yes!

I want to get more for my money and pay by the call, instead of by the minute. Please enroll me in Ameritech CallPack #100 ____ CallPack #250 ____ CallPack #400 ____ for each of the phone lines listed below. Please return this form in the enclosed reply envelope. Or call toll-free 1-888-222-PACK.

Ameritech

Primary Line
217-

Value to:

Additional phone line(s)

CallPack charge applies on a per line basis.

Decatur, IL 62521-4879

Ameritech.

3100 Ameritech Center Drive
Summit, IL 60501-0260

outer
envelope

PRESORTED
FIRST CLASS MAIL
U.S. POSTAGE
PAID
AMERITECH

Our Best Customers Deserve 0¢/Minute.

U. S. 1071

Ameritech.

Business
Reply
Envelope



Put Stamp Here
The Post Office will
not deliver mail
without postage.

Ameritech Calling Plans
PO Box 260
Summit IL 60501-0260

FR 10/97



Schedule C

**Do you know
your local toll
service has
been switched?**

1.11.2018

Dear

Recently, Ameritech® was notified that your local toll service had been switched. Because in the past some customers have been switched without their authorization, we wanted to make sure that you intended to make this change. If you didn't, call us at 1-800-982-2236 and we'll switch you back for free! Besides, we couldn't let a valued customer like you leave without letting you know that **Ameritech offers better savings.**

With our competitors, you could be paying as much as 15¢ a minute for your local toll calls. Ameritech CallPacks let you talk as long as you like for as little as 8¢ per call.* So chat for 10 minutes — or one hour — and you'll still pay one low price. No other phone company offers this kind of value.

- Call anywhere in greater Chicagoland (see map below).
- Talk as long as you like on each call.
- Call any day of the week, any time of the day or night.
- **All for one great price!**

CallPack	# of Monthly Calls	Rate per Call	Monthly Rate*
400	400 calls	8¢	\$30
250	250 calls	8¢	\$20
100	100 calls	10¢	\$10

Call us at 1-800-892-2236, and we'll switch you back for free. Our customer service specialists will compare CallPack rates to our competitors' on the calls you make most often. We'll help you choose the best CallPack plan for you. Or if you prefer, simply complete the form below and return it in the enclosed envelope. Ameritech is still your best choice for value and service. So come back — we look forward to hearing from you.

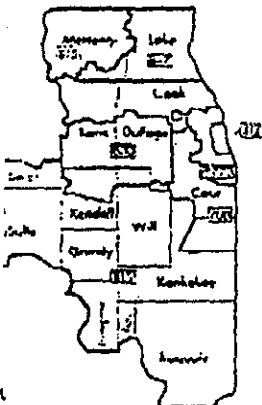
Krista Kaur

P.S. To find out who is providing your local toll service, call 1-800-592-2236. Please see the enclosed brochure to learn how to protect yourself from unauthorized switching.

^aSee related note.

FILE FILE

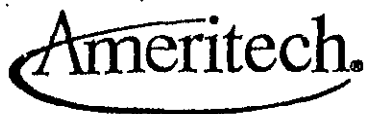
led area represents
ritech CallPack territory.



- ☐ Yes! I want to switch my local toll service back to Ameritech.
- Yes! Enroll me in the Ameritech CallPack I've indicated below:
- ☐ CallPack 400 - 8¢ a call
(400 calls/month, \$30/month)
- ☐ CallPack 250 - 8¢ a call
(250 calls/month, \$20/month)
- ☐ CallPack 100 - 10¢ a call
(100 calls/month, \$10/month)

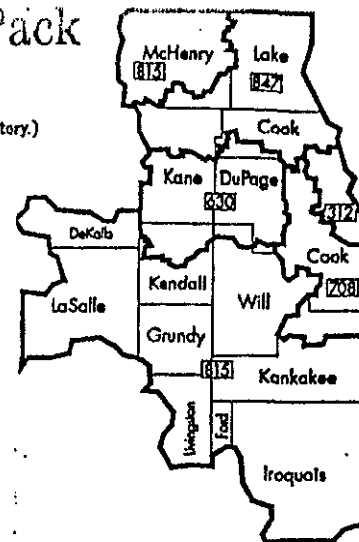
To enroll, call:

Toll-Free 1-800-882-2286. Or if you prefer, complete this form and return it in the enclosed envelope. (Please do not include your bill payment.)



Ameritech CallPack Calling Area

(Shaded area represents Ameritech territory.)



Call - Ameritech's Call Pack

*****CAR-RT-SORT**C-001

14

CallPacks are here! The simple, predictable way to handle all your Ameritech local calls. Plus we've included a free, pre-paid calling card — just for being a valued customer!

Dear Carol B. Brown:

We want to make sure special customers like you don't miss the news. Ameritech® is introducing CallPacks, an easy new way to handle all your calls in greater Chicagoland (including your local toll calls).

The Ameritech CallPack benefits are clear.

- Call anywhere in greater Chicagoland.
- Talk as long as you like on each call.
- Call any day of the week, any time of the day or night.
- All for one great price.

There are three CallPack plans to choose from:

CallPack	# of Monthly Calls	Monthly Rate*
100	100 calls	\$10
250	250 calls	\$20
400	400 calls	\$30

CallPacks are a great way to simplify your life. But Ameritech doesn't stop there.

Which CallPack plan is best? Ameritech suggests the 250 pack for you.

We've analyzed your most recent phone bills which show the 250 pack as the best option for you. This pack gives you all your Ameritech calls (up to 250 calls per month) for one flat monthly fee of only \$20...so it's easy and affordable.

Call toll-free 1-888-222-PACK to enroll, or for a personal consultation.

Just call 1-888-222-PACK today to sign up for CallPack 250. If you have questions about which CallPack is best for you, an Ameritech Service Representative will be happy to help you. Or just complete the form below and send it along with your next Ameritech bill payment or in the envelope provided. That's all there is to it.

Call today and begin enjoying simple, predictable local calling. We look forward to hearing from you soon.

Sincerely,

Edward J. Franczek
Vice President, Consumer Services

P.S. Don't forget to use your pre-paid calling card. It's our thanks to you for being a truly valued customer.

Schedule D

Schedule D

Phone #: 217 784 5771

Name: HELEN J DAY

Callpack 100

Ameritech's Callpack 100 gives you a simple predictable bill each month and you'll never have to worry about when to place your call or how long you might talk.

For just \$10 per month you can make 100 local calls and each call over that is just 10 cents.

CALLPACKS ARE LINE SPECIFIC AND CANNOT BE COMBINED WITH OTHER CALLING PLANS

F24...Return

ENB2459 ST SYSTEM TEST SCRIPT 04/01/98 12:13
Telephone #: 630 671 0664 Name: JOSEPH K GORMAN
LOCAL TOLL CARRIER IS A13 IF NOT A13, winback FIRST...PF10

CUSTOMER ALREADY HAS A CALLPACK

Simplifive really appeals more to our customers who are looking for a simpler alternative to our basic rate structure of distance, time and length of call.

Since you already have a CallPack, you've got a pretty predictable bill already. But if you feel your calling patterns have changed, I'd be happy to tell you more about Simplifive.

IF WANTS TO HEAR MORE ABOUT SIMPLIFIVE.....PF13 → Goes to ①

IF WANTS RATE COMPARISON...PF11 → see pg. ④

PF 2.....Call Pack 250
PF 3.....Call Pack 400

PF 4.....Call Pack 800
PF 5.....Call Pack 100

NOT INTERESTED IN CALL PLAN I'd like to tell you about some of the other products we have to offer. Do you have a moment? PF 1..UPSELL

7....Close Sale

PF 9...Q&A

PF 12...Close Contact/No Sale

Without Call Pack

I'll be happy to check that for you. Can you hold for a moment?

CHECK BI TO DO A COMPARISON

IF NEED TO DO CB FROM HOT.....PF3

F SIGNIFICANT SAVINGS

es, with your current usage you'd save approximately _____ with Simplifive.
ould you like me to set that up for you?

F SIGNIFICANT INCREASED EXPENSE

ased on your current usage, you wouldn't see a savings. I recommend you stay
ith your service the way it is now.

F NARROW BAND OF SAVINGS/INCREASE

hile there's not a big difference from what you're paying now, many
ustomers prefer to have a simpler plan like Simplifive. Looking at your
ecent bill, your savings/increase would only be _____?

PF24 TO RETURN TO SCRIPT

NB3414 ST SYSTEM TEST SCRIPT

04/01/98 17:12

Telephone #: 630 671 0664

Name: JOSEPH K GORMAN

- With CallPack
CUSTOMER HAS A CALLPACK

I'll be happy to check that for you. Can you hold for a moment?

CHECK BI TO DO A COMPARISON

IF NEED TO DO CB FROM HOT.....PF3

F SIGNIFICANT SAVINGS

es, with your current usage you'd save approximately _____ with Simplifive.
ould you like me to set that up for you?

F SIGNIFICANT INCREASED EXPENSE

ased on your current usage, you wouldn't see a savings. I recommend you stay
ith your service the way it is now.

F MINOR AMT OF SAVINGS/EXPENSE

ooking at your most recent bill, the savings/increase would've been _____
f you had Simplifive instead of your CallPack. For many customers, that's
ot enough to warrant a change. If your calling patterns change in the future
lease give us a call so we can discuss your other options.

PF24 TO RETURN TO SCRIPT

SUPPLEMENTAL Q + A

PF2...Where can I call? → see page (A)

PF3...Questions amount on first bill → (B)

PF4...? RATE COMPARISON (C)

PF5...NEEDS CB FROM HOT

PF7...Questions account vs. line specific (D)

PF24...RETURN

ENB3410 ST SYSTEM TEST SCRIPT

04/01/98 12:14

Telephone #: 630 671 0664

Name: JOSEPH K GORMAN

Band A calls are within about 8 miles from your home. These are considered local calls. Band B are from 8 to 15 miles. And Band C calls are over 15 miles but within your MSA.

IF QUES OUT OF STATE CALLS WITHIN LATA
meritech calling plans don't cover any calls that go out of state; even though, at times, they may be within your MSA or LATA.

PF24...RETURN

ENB3411 ST SYSTEM TEST SCRIPT 04/01/98 12:14
Telephone #: 630 671 0664 Name: JOSEPH K GORMAN

)
CallPacks and Simplifive are billed from the day it's added to your line.

The monthly rate will be included with the usual monthly service

charges that are normally billed one month in advance.

If your CallPack or Simplifive is added in the middle of a billing cycle you
will also see a partial month billing for your old calling plan and a partial
month billing for your new calling plan. Both the monthly rate for the plan
and it's monthly call allowance will be prorated for the partial month.

PF 1.....Continue to Upsell

PF 10....Return to ADL Script

NB9178
30 671 0664

ST SYSTEM TEST SCRIPT

04/01/98

JOSEPH K GORMAN

MINUTES OF USE SERVICE - RWN
(Available in MSAs 1, 2, 3, 6, 7, 9, & 15)

F NEEDS RATE COMPARISON CHECK BI ... OR MAKE 2 BD CALLBACK FOR HOT.....PF3

F WOULD SEE SAVINGS

as, I show that with your current usage, you'll save _____ with Simplifive.

IF NO SAVINGS WILL BE REALIZED WITH SIMPLIFIVE I show that with your current
usage there wouldn't be a savings with Simplifive but it will be simpler to
show how much you're going to pay for calls.

Network Access Charge:

Access Area

	A	B	C
MSA 1	\$2.63	\$5.61	\$9.08
MSAs 2,3,6,7,9 & 15	-	-	9.08

Usage charges are based on band, length of call and discount period:

-Band (A-C): A Local
 B 8-15 miles from calling CO
 C Over 15 miles

1...MSA 1 Price Per Minute

PF 24....Return to Script

2...MSA 2, 3, 6, 7, 9 or 15 Price Per Minute

INB3412 ST SYSTEM TEST SCRIPT 04/01/98 12:15
Telephone #: 630 671 0664 Name: JOSEPH K GORMAN

ILLINOIS ONLY

CallPacks work on a per line basis.

Simplifive is per account. It covers all lines billed together.
IF CUSTOMER HAS TWO OR MORE LINES BILLED TOGETHER
Simplifive will work for all your lines. If your additional line has
another calling plan, it will be removed when we add Simplifive.

ALL OTHER STATES

Your CallPack will cover all lines that are billed together.

PF24 TO RETURN TO SCRIPT

I'll be glad to designate Ameritech as your carrier for your local toll calls. The normal charge to make this change will be waived.
 F3.....Q&A

If wants Ameritech as 2-PIC Carrier place an X Here:
IF THIS IS YOUR INITIAL SALE, USE X* HERE

REQUIRED VERBIAGE:

To protect and confirm your decision to change phone service from one carrier to another, the FCC now requires all telecommunications carriers to use a verification process. This process is done by a third party verifier. After we complete your order, I'll connect you with them. MINIMUM DUE DATE 2 BD

***** IF WANTS TO FILE SLAMMING COMPLAINT.....F10

F1.....Continue

F4.....Requests PPC

F12.....Close No Sale Contact

Until recently, Ameritech handled your Local Toll calls and another company handled your Long Distance. We received a request from another carrier asking that this change be made. It sounds like you may have been switched without your permission. Is there someone else in your home who may have agreed to the change?

IF NO An unauthorized change is illegal. Would you like me to change your account back to Ameritech the way it used to be?

F1...SWITCH BACK TO AMERITECH

IF NO, WANTS TO STAY WITH NEW CARRIER

I'm sorry to hear that. We'd appreciate having you as our customer.

F2.....NOT WONBACK, UPSELL SOMETHING ELSE

F3.....Q&A

F12.....CLOSE CONTACT, NOT WONBACK

F16.....RETURN

Telephone #: 217 784 5771

Name: HELEN J DAY

ILLINOIS

I don't know what rates you were receiving at the time you were switched but currently our basic local toll rates for your band C calls are just 10 cents a minute.

F1.....Upsell

F7.....Close Sale

F4.....Requests PPC

F12...Close No Sale

I'll be glad to designate Ameritech as your carrier for your local toll calls. The normal charge to make this change will be waived. To allow you to see our currently our basic local toll rates for our Band C call -
 In summary F3.....Q&A

If wants Ameritech as 2-PIC Carrier place an X Here:

IF THIS IS YOUR INITIAL SALE, USE X* HERE

REQUIRED VERBIAGE:

To protect and confirm your decision to change phone service from one carrier to another, the FCC now requires all telecommunications carriers to use a verification process. This process is done by a third party verifier. After we complete your order, I'll connect you with them. MINIMUM DUE DATE 2 BD

***** IF WANTS TO FILE SLAMMING COMPLAINT.....F10

F1.....Continue

F4.....Requests PPC

F12.....Close No Sale Contact

RWN - MINUTES OF USE SERVICE

Volume Discount Band A & B; there is NO volume discount for Band C

Minutes of Use are charged at a declining rate. Usage is accumulated on a per account basis during the customer's billing period, with the declining rate charged accordingly.

Total Accumulated Usage	% Discount
First \$ 2.60	0.00
\$ 2.61 to 5.20	15.00
\$ 5.21 to 10.40	20.00
\$10.41 to 26.00	24.00
Over \$26.01	33.00

Discount for accumulated usage of \$10.41 - \$26.00 changed from a 20% discount to 24% effective 7/14/99.

PF 24.....Return to Script